



8800 Northeast Underground Drive
Pillar #255E
Kansas City, Missouri 64161
(816) 455-4000
www.vanguardpkg.com

PRESS RELEASE

FOR IMMEDIATE RELEASE

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Contact: Madeline Baumgartner

Marketing Manager

Phone: (816) 455-4000

Email: mbaumgartner@vanguardpkg.com

Website: www.vanguardpkg.com

Vanguard Companies Hires Brian LaBonte as Sales Representative

KANSAS CITY, MO (July 25, 2024) -- Vanguard Companies founded in 1975, is a leading designer and manufacturer of retail point-of-purchase (POP) displays, retail packaging, industrial packaging, and fulfillment services. Vanguard is pleased to announce the hiring of Brian LaBonte as the new Sales Representative in the Kansas City Office reporting to Chris Cummings, Executive Vice President of Sales. Brian will be responsible for increasing revenue with existing accounts and uncovering opportunities within new accounts.

Chris Cummings, Executive Vice President of Sales, expressed his excitement about Brian joining the company. "Brian has valuable insights and passion. His experience will help the company's customers as he leads through collaboration with the creative services, marketing, and the sales teams to increase the company's position within its key accounts."

Brian brings over twenty years of experience as a seasoned veteran in the corrugated packaging and POP Display industry. He has an extensive background in structural design and sales. Most recently, Brian was an account executive for a national corrugated company where he successfully generated and cultivated new accounts.

Vanguard Companies' Kanas City office offers a comprehensive range of services, including sales, design, program management, and digital printing, all under one roof. This integrated approach allows the company to assist its clients in driving innovation, reducing program costs, creating brand value, gaining market share, and enhancing in-store merchandising effectiveness.

According to Jim Beard, CEO of Vanguard Company, Vanguard is committed to making continuous investments in its commercial organization by prioritizing the growth of high-performing teams, capabilities, operations, and best-in-class customer experience. "The Kansas City team is an integral part of our successful growth strategy. We are excited to continue to invest in talent and resources to expand our commitment to this region."

About Vanguard Companies

Vanguard Companies is one of the industry's leading corrugated merchandising solution partners. Our expertise in point-of-purchase displays, signage, retail-ready packaging, industrial packaging, and e-commerce packaging is demonstrated across every retail sector. These products are amplified by our creativity, high-end graphics, digital printing, fulfillment services, and program management capabilities.





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We combine the latest shopper intelligence, award-winning design innovation, and technology to provide the most effective omnichannel display and packaging solutions. We are committed and focused on helping companies reduce program costs, create brand value, sell more products, and improve their bottom line. Learn more at www.vanguardpkg.com

